7   a triggering agent to discern the user information obtained by the collecting agent and

8 determine the user information; and

9   a program running on the content provider, the program organizes the user

10 information and updates a user specific database.

1   3.   (Twice Amended) The advertising system of claim 1 further comprising a

2 baseline user profile including the hardware profile which is updated by the program running

3 on the [contact] content provider.

1   7.   (Twice Amended) A method of communicating advertising information

2 comprising the operations of:

3   creating a user profile;

4   transmitting an ad banner from a content provider to a target computer;

5   collecting user information at the target computer including data for a hardware

6 profile;

7   determining whether the user information is significant;

8   transmitting the user information from the target computer to the content provider;

9   filtering the user information to create relevant data;

10   arranging the relevant data to create a modified user specific database; and

11   generating a second user ad banner corresponding to the modified user specific

12 database.

1   14.   (Twice Amended) A content provider for providing advertising content over a

2 network comprising:

3   a plurality of user profiles, each user profile in the plurality of user profiles including

4 user data corresponding to a target computer account;

5   a collecting agent to collect the user data;

6   a triggering agent to discern the user data collected by the collecting agent and

7   determine whether the collected user data is significant;

8   a munging agent which updates each user profiles based on the user data [transmitted

9   from an] collected by the collecting agent;

10   a rule set associated with each user profile including rules generated from the user

11   data; and

12   a rulebook including condition-action pairs which selects data to be transmitted from

13   an advertising content database using the rule set.

1   15.   (Twice Amended) A target computer to receive advertising content [An

2   advertising system] comprising:

3   [a content provider which generates a means for advertising;

4   a target computer which receives the means for advertising;]

5   a collecting agent to obtain [means for obtaining] user information including

6   hardware data for a hardware profile and software data for a software profile[, and

7   transmitting the user information to the content provider, the means for obtaining user

8   information transmitted from the content provider to the target computer]; and

9   a triggering agent to discern the user information obtained by the collecting agent and

10   determine the user information [a means for organizing the user information and upgrading a

11   user specific database].